

July 17, 2006

From: LaRue M. Sandidge
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To: FTC

Re: FTC Proposal

Since being introduced in 1987, I have learned and believed in the security and business opportunities of Amway, Quixtar.com and Britt WorldWide (BWW), the people and the practices. All have proven to be honest, moral and trustworthy in their teaching, written and verbal. We are a team, and in more ways a family, regardless to race, religion, color, as humanly possible. There is flexibility and no pressure to work the business or buy or use the products and services. The rules and regulations have been legally written and reviewed to the IBOs' and/or customers' advantage. We are in business to serve, not to make enemies.

Prospects are not pressured by my team. We are taught and explain that if this business is not for them, their registration and products will be refunded within 6 months, I refund, and/or Quixtar/BWW refunds their respective parts. My mentors and I provide recorded, verbal and written information, introduce prospects to IBOs who are already succeeding in the business, let them try products before registering, invite to meetings, etc. without intimidation.

Our business is fundamentally simple and available to those expressing interest. Most prospects (and IBOs) have careers, jobs, or professions. They are not looking for another "job" or complexities, especially at the start when there is new excitement, ready to begin, try. Days delay or eliminate excitement that works for the prospect and enhances "believability." Near the end of the month, delays can deter or eliminate monthly profits or financial levels. Knowing there is six months to try, there is less hesitation to get started immediately. IBOs learn as they apply with the help of sponsors, loaned or purchased business literature and tools.

Showing financial statements from me or others doesn't show how much or how little this prospect's work ethic will earn for him. Each person is different. There is no financial ceiling except the ones we place on ourselves in this business.

Based on profession, interests, goals, etc. we include others who match and are succeeding in person-to-person introductions (or via recordings).

I believe Quixtar and BWW have already legally and simply covered the areas the proposal addresses and seems to complicate.